



FIFE SYMINGTON  
Governor

LARRY S. BONINE  
Director

# ARIZONA DEPARTMENT OF TRANSPORTATION

INTERMODAL TRANSPORTATION DIVISION  
JOINT PROJECT ADMINISTRATION  
205 South 17th Avenue - Room 293E, Mail Drop 616E  
Phoenix, Arizona 85007



THOMAS G. SCHMITT  
State Engineer

E. JACK HAMMITT  
Joint Project  
Administrator

8 May 1997

Ms. Kayelen Corley, Manager  
Capitol Rideshare Program  
Department of Administration  
1700 West Washington Street Room 420  
Phoenix, AZ 85007

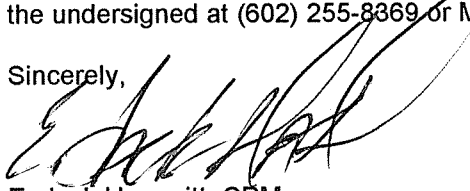
Re: FY97 Capitol Rideshare Agreement  
Agreement: JPA 96-137  
**Amendment No. 1**

Dear Kayelen:

A no-cost contract performance period extension is warranted. Therefore, the contract completion date of 30 September 1997 is established. All other terms and conditions of the agreement remain the same.

To properly memorialize this amendment, and to insure a meeting of the minds, please indicate your concurrence of this amendment in the space provided below and return one original of this instrument to the undersigned at the above address to the attention of Mail Drop 616E. Questions may be directed to the undersigned at (602) 255-8369 or Ms. Votino at 255-8080.

Sincerely,

  
E. Jack Hammitt, CPM  
Joint Project Administrator

Concur for the Department of Administration

By Kayelen Corley  
Date May 12, 1997  
(date)

AG Contract No. KR96 2050TRN  
ADOT ECS File No. JPA 96-137  
Project: CM-900-0(137)/H4135 02X  
Program: FY96-97 Capitol Rideshare

**INTERAGENCY SERVICES AGREEMENT**  
BETWEEN  
THE DEPARTMENT OF TRANSPORTATION  
AND  
THE DEPARTMENT OF ADMINISTRATION

THIS AGREEMENT is entered into 17 October, 1996, pursuant to Arizona Revised Statutes Section 35-148 between agencies of the State of Arizona, to wit; the DEPARTMENT OF TRANSPORTATION, acting by and through its Director (the "DOT") and the DEPARTMENT OF ADMINISTRATION, acting by and through its Director (the "DOA").

I. RECITALS

1. The DOT is empowered by Arizona Revised Statutes Section 28-108 and 28-112 to enter into this agreement and has by resolution, a copy of which is attached hereto and made a part hereof, and has delegated to the undersigned the authority to execute this agreement on behalf of the DOT.

2. The DOA is empowered by Arizona Revised Statutes Section 41-1504 to enter into this agreement and has authorized the undersigned to execute this agreement on behalf of the DOA.

3. Arizona State government, through various programs, has devoted significant effort towards a Phoenix metropolitan clean air environment. One successful program, administered by the DOA, is the Capitol Rideshare Program, which encourages and rewards state employee carpooling and other alternative transportation methods, and which satisfies the requirements of ARS Section 49-581 et seq. The Federal Highway Administration supports the Program effort financially through the DOT, and has allocated federal Congestion Mitigation Air Quality (CMAQ) funds in the amount of \$135,000.00 for FY96-97 for DOT distribution in support of the Programs. This agreement is to define the responsibilities of the parties hereto relating the Program.

THEREFORE, in consideration of the mutual agreements expressed herein, it is agreed as follows:

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## II. SCOPE

### 1. The DOT will:

As soon as practicable after receipt and approval of reports and invoices, reimburse the DOA for the reasonable costs associated with the performance of the administration of the Program. The total amount of Federal CMAQ reimbursements contemplated under this agreement is \$135,000.00.

### 2. The DOA will:

a. During the period 1 July 1996 through 30 June 1997, provide approximately \$55,000.00 in matching funds, and perform and accomplish administration of the Program generally in accordance with the Program Workplan and Program Objectives, which are attached hereto as Exhibit A and made a part hereof.

b. Provide DOT with monthly narrative progress reports. Mark such reports and related documents as then may be requested by DOT, to include disclaimer statements as appropriate.

c. Invoice the DOT, (ADOT, Attn: William Sapper, Program Manager, 205 S. 17th Ave, MD340B, Phoenix, AZ 85007) no more often than monthly, for the reasonable costs associated with the performance and administration of the Program.

## III. MISCELLANEOUS PROVISIONS

1. This agreement shall remain in force and effect until cancelled by either party, or other competent authority. Should the Program not be completed, be partially completed, or be completed at a lower cost than the estimated amount, or for any other reason should any of these funds not be expended, a proportionate amount shall be reimbursed to the DOT. Exhibit A to this agreement may be amended as appropriate by the written agreement of the parties hereto.

2. This agreement shall become effective upon execution by the parties hereto.

3. This agreement may be cancelled in accordance with Arizona Revised Statutes Section 38-511.

4. The provisions of Arizona Revised Statutes Section 35-214 pertaining to audit are applicable to this contract.

5. In the event of any controversy which may arise out of this agreement, the parties hereto agree to abide by required arbitration as is set forth in Arizona Revised Statutes Section 12-1518.

6. All notices or demands upon any party to this agreement shall be in writing and shall be delivered in person or sent by mail addressed as follows:

Arizona Department of Transportation  
Joint Project Administration  
205 South 17th Avenue Mail Drop 616E  
Phoenix, AZ 85007

Arizona Department of Administration  
Capitol Rideshare Program Manager  
1700 West Washington Street Room 420  
Phoenix, AZ 85007

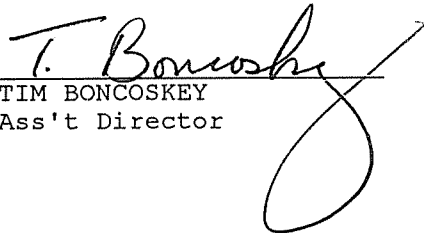
IN WITNESS WHEREOF, the parties have executed this agreement the day and year first above written.

STATE OF ARIZONA

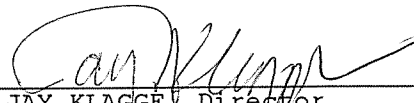
DEPARTMENT OF ADMINISTRATION

DEPARTMENT OF TRANSPORTATION

By

  
TIM BONCOSKEY  
Ass't Director

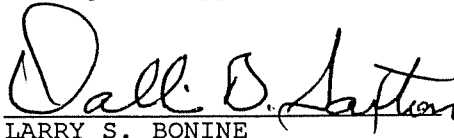
By

  
JAY KLAGGE, Director  
Transportation Planning

RESOLUTION

BE IT RESOLVED on this 16th day of September 1996, that I, the undersigned LARRY S. BONINE, as Director of the Arizona Department of Transportation, have determined that it is in the best interests of the State of Arizona that the Department of Transportation, acting by and through the Intermodal Transportation Division, to enter into an agreement with the Arizona Department of Administration for the purpose of defining responsibilities for the FY96-97 Capitol Rideshare Program.

Therefore, authorization is hereby granted to draft said agreement which, upon completion, shall be submitted to the Director, Transportation Planning for approval and execution.

  
for LARRY S. BONINE  
Director

# **Capitol Rideshare Workplan**

**July 1996 - June 1997**

Department of Administration  
Travel Reduction Programs  
1700 W. Washington, Room 420  
Phoenix, Arizona 85007

Tim Boncoskey, Assistant Director  
Kayelen Corley, Program Manager  
(602) 542-7433

## Status of 1995-1996 Objectives

Capitol Rideshare had a very dynamic year and continued to see increases in the number of alternate mode users. The mode with the largest increase was bus ridership. The Bus Card Plus program continues to be a great success. Due to successful mass marketing efforts, nearly 4,000 State employees in Maricopa County currently hold a Bus Card. Data indicates that bus ridership among State employees in Maricopa County has increased more than 20% in each of the last two years.

As more and more State employees chose to bus instead of drive alone or carpool, we experienced a slight decline in the number of State employees registered in carpools. There are currently 2,426 State employees registered in 1,173 carpools, representing a slight decrease of 2.4% over March, 1995. Overall, we did experience an increase of 3.7% in the number of registered carpools. Even with nine purges of the entire system since records of the number of carpoolers began being tracked in 1986, the number of carpoolers is now more than 327% of the 567 carpoolers who were registered in June of 1986.

The Commuter Club continues to be very popular and successful among State employees. Membership continues to increase each year. The Commuter Club was introduced in fiscal year 1990-1991 as a means of an incentive for State employees to use an alternate mode. The original program featured a coupon book. The updated Commuter Club was introduced in fiscal year 1994-1995. The new version featured an easy to use discount card and pocket guide making it more environmentally and user friendly. This is the second year that the Regional Public Transportation Authority has modeled a county-wide program after it. Capitol Rideshare and the Regional Public Transportation Authority have joined forces to ensure the largest merchant participation possible. The Commuter Club now has 3,965 members; representing a 6.8% increase over March last year.

Commuter Club members receive the following benefits:

Free Rides Home in Case of Emergency: A private cab company is still providing rides home to State employees who either become ill at work, have an ill family member or are stranded at work by their carpool partner leaving early. Each employee receives two vouchers per year.

Employer Rewards: Each member receives a discount/ID card and pocket guide for *Merchants Who Care About Clean Air* which offer discounts and special offers to members of the Commuter Club.

Extra Lead Time on Reserving State Vehicles: Staff, in cooperation with the Arizona Department of Administration Fleet Management, is continuing our program whereby Commuter Club members can reserve ADOA motor pool cars with ten days notice instead of the usual maximum seven days.

Special Parking: Capitol Rideshare continues to offer preferential parking at available sites to State employees who carpool three or more days a week.

Rideshare information was disseminated in many different ways this year. We continue to promote the campaign and slogan for Capitol Rideshare: "Share the Ride...with Capitol Rideshare," and the use of our primary image colors of red, black, and white. In addition to brochures for the Commuter Club, Bus Card Plus, general rideshare, Capitol Bike Club, vanpool, and Clean Air, as well as Bus Books, DASH, and transit information we disseminated, we have produced six issues of Capitol Rideshare's bi-monthly newsletter, The Ride Line. Each issue was a four page format. Quarterly issues of the Coordinator Update, our communication newsletter for Rideshare Coordinators, was also distributed. Press releases, informational articles, sample artwork, and camera ready applications were distributed to agency newsletter editors a total of eight times in the past year.

Literature displays continue to be maintained in 15 buildings housing State employees. One payroll enclosure was included with October paychecks; the second payroll enclosure was distributed in April. Capitol Rideshare continued to provide new employee packets and informational materials to the Arizona Department of Administration Personnel Division from employee orientation and Rideshare Coordinators. Capitol Rideshare, in an effort to reduce costs, also began drafting a new employee brochure, to replace the employee packet.

"Together We Can make A World of Difference," was the slogan of this year's Clean Air Campaign. The campaign covered a five month span that included three Challenge Weeks; one held in November, one in January, and one in March. As with the previous year, employees were permitted to submit a coupon for each day they participated during the Challenge Weeks. Capitol Rideshare developed and implemented a Clean Air logo and complete collateral materials. Capitol Rideshare has enjoyed an enormous success rate and overall perception of the Campaign by State employees. This year, more than 300 prizes were donated from Valley businesses to utilize for the Clean Air Campaign. In addition to individual prize winners, the agencies continued to compete in their respective category. As in the previous years, there were five categories: Very Large, Large, Medium, Small, and Very Small. First place winning agencies, in each category, for the overall Campaign, will be given one of the traveling trophy clocks at our Clean Air Reception in May.

Capitol Rideshare promoted biking to work for State employees through the Capitol Bike Club. The Club encourages bike riding as an effective alternative to commuting by car. Membership benefits consist of an informational quarterly newsletter, discount card, and more. As of March, 1996, the Capitol Bike Club has over 170 members. Capitol Rideshare continues to offer support and assistance for State employees who need a lock up location for their bikes or special arrangements.

Staff is in the process of administering the seventh year travel reduction survey. The Legislature has required that employers conduct separate travel reduction surveys at each site with more than 50 employees. We surveyed 19,033 employees in 127 buildings at 57 mandatory sites. We solicited the help of Governor Fife Symington to send a letter to all Agency Directors asking them to appoint a Travel Reduction Survey Coordinator. The surveys will be submitted to Maricopa County by May 10 for processing, and the results will be returned to us in August, at which time we will prepare our seventh annual Travel Reduction Plan, as required by the 1988 Clean Air Act.



Capitol Rideshare explored the feasibility of placing an interactive kiosk in the lobby of the Capitol Tower. The kiosk would provide immediate assistance to interested State employees who would like information on available bus routes and potential carpool partners. Research and analysis indicated, based on current available data, that the kiosk was not economically feasible at this time. Possible partnerships were pursued with the City of Phoenix and Maricopa County; funding was not available. The project may be considered at a later time.

Telecommuting continues to be an important part of the Capitol Rideshare Program. To date, 14 State agencies have completed their pilot programs with assistance from staff. An additional six agencies have received briefings and are in their pilot phase or are planning pilots. One agency has received a briefing and is deciding whether or not to implement telecommuting. Sixty-nine State telecommuters received formal training by staff or through employees trained by staff during fiscal year 1995-1996. In the past year, staff also responded to 36 requests for assistance from local, national, and international organizations to help them implement telecommuting.

The telecommuting program is currently undergoing an exhaustive evaluation. The formal study includes: A stratified sample survey of nearly 1,000 State telecommuters, non-telecommuters and supervisors; interviews with 27 agency directors; six focus groups of managers and supervisors from both public and private sectors; a survey of Arizona Legislators; interviews with 800 Arizona residents; and interviews with 20 public and private organizations with successful telecommuting programs.

Staff continues to work with Maricopa Association of Governments to help reduce regional travel. The Maricopa Association of Government's Pedestrian Working Group recently approved and published *Pedestrian Area Policies and Design Guidelines* to assist cities and towns to create more pedestrian-friendly environments. The working group then reviewed applications from member cities and towns and awarded several grants for design assistance to demonstrate the policies and design guidelines in action. One grant for design assistance was awarded to the Arizona Department of Administration to study and recommend pedestrian improvements to the Capitol Mall. Maricopa Association of Governments is now working with Arizona Department of Administration, a committee of agency representatives and the design contractor, Logan, Simpson and Dye, to complete the Capitol Mall pedestrian study.

## **Program Objectives & Strategies for July 1996 - June 1997**

The Program Objectives section includes nine goals and our strategies to accomplish these goals. Capitol Rideshare estimates that our program will save State employees more than 9.8 million miles and the Valley 182 tons of pollution (118 tons of Carbon Monoxide, 24 tons of NOX, 33 tons of Hydrocarbons and 7 tons of Particulates) this fiscal year.

### **1. Work closely with agency Rideshare Coordinators; recruit and train coordinators as needed.**

Capitol Rideshare will continue to produce and distribute *The Coordinator Update*, a quarterly newsletter for agency Rideshare Coordinators. The newsletter has been popular with coordinators and will continue to provide information about upcoming events and rideshare, travel reduction and air quality news. Additionally, we spotlight a Rideshare Coordinator of the Quarter in the newsletter, and allow them to offer tips and information to other Coordinators. This Coordinator will also receive a Certificate of Recognition and notebook from Capitol Rideshare in honor of their contribution to the program.

We will continue a quarterly update meeting program with all Rideshare Coordinators: A Rideshare Roundtable. The Rideshare Coordinators are divided into two categories: Agencies with fewer than 500 employees and agencies with more than 500 employees. The purpose of the division and the conducting of two separate meetings is to enable us to conduct effective brainstorming sessions for the Coordinators as well as focus on topics relevant to their agency. By meeting once a quarter, it serves to expedite the information processing as well as provide motivation to our Rideshare Coordinators. During each meeting, we will award certificates to the Coordinator who has achieved the highest percent increase in Commuter Club memberships for the previous quarter. Since the Rideshare Coordinator may often be our first link to the State employee, we feel it is extremely important to motivate, educate, assist, and reward our Coordinators to the best of our ability.

In December, Capitol Rideshare will conduct our annual combination workshop and appreciation event for the Rideshare Coordinators. At this event, staff will review policies and procedures; outline the Bus Card Plus and subsidy program; explain the Commuter Club; train new Coordinators; report on program results and status; and conduct a trouble-shooting session. We will also distribute token gifts of appreciation as well as a program evaluation for Rideshare Coordinators to complete and return. Capitol Rideshare will also conduct New Coordinator orientation throughout the year on an as-needed basis.

**2. Improve and expand upon methods of disseminating travel reduction information to all State employees, including new hires, in Maricopa County.**

Capitol Rideshare staff will continue to promote carpooling, vanpooling, bus riding, walking, bike riding, etc. to State employees by distributing information about alternate modes, publicizing special programs like Bus Card Plus, the DASH and HOV lanes, and educating State employees on gasoline conservation and air pollution.

Capitol Rideshare staff will continue to provide all non-university, State employees in Maricopa County with *The Ride Line* newsletter. Capitol Rideshare will continue the frequency of bi-monthly, six times per year (July, September, November, January, March, and May). Each issue will be a four-page format. The newsletter will continue to provide up-to-date information, motivational articles, informative features, contests and promotions, an employee communication column, and will always feature an application in each issue.

Capitol Rideshare will have three payroll enclosures this year. The breakdown is as follows: one enclosure for the Clean Air Campaign in October, one for general Rideshare and Commuter Club information in February, and one for Bus Card Plus renewal in September.

Capitol Rideshare will provide the editors of State agency newsletters with at least six articles about ridesharing, the Clean Air Campaign, Bus Card Plus, the Travel Reduction program and related issues and will distribute news releases and artwork to State and local publications when appropriate.

Capitol Rideshare will continue to work with agency Rideshare Coordinators to maintain literature displays in fifteen buildings. Capitol Rideshare will conduct random inspections of all rideshare displays this year to insure that they are being properly maintained, stocked, and are clean.

Capitol Rideshare will utilize the New Employee rideshare packets and will continue to distribute rideshare packets to all newly hired employees with the help of the Arizona Department of Administration Personnel Division and State agency personnel managers as well as Rideshare Coordinators.

Capitol Rideshare will continue to investigate and participate in other options of participation whereby exposure could be achieved.

**3. Continue to provide individualized rideshare assistance and to keep the database updated.**

Capitol Rideshare staff will continue to update the database monthly. Staff will also continue to provide carpool matchlists, vanpool information and assistance, bus route and subsidy information, and bike route and safety information to State employees promptly and cheerfully. Capitol Rideshare will continue to establish carpools and vanpools, issue Rideshare parking permits, track monthly carpool progress, and assist in any way where appropriate.

**4. Maintain benefits and incentives for the Capitol Rideshare Commuter Club and work to continue to expand membership.**

Capitol Rideshare will continue to promote the Commuter Club in all phases of marketing. It is designed as an integral part of our program. Any State employee in Maricopa County who uses an alternate commute mode at least twice a week qualifies for membership to the Capitol Rideshare Commuter Club and is entitled to the following benefits:

**Employer Rewards**--Capitol Rideshare will work with Valley businesses to continue our promotion of Merchants Who Care About Clean Air discount card and pocket guide and will distribute them to Commuter Club members during renewal in June of each year as well as ongoing distribution to members as they join.

**State Vehicles for Appointments**--Capitol Rideshare will continue to work with the Arizona Department of Administration motor pool to allow Commuter Club members to reserve their State vehicles ten days in advance instead of the usual seven days allowed all other State employees.

**Special Parking**--Capitol Rideshare will continue to provide preferential parking at most State buildings for Commuter Club members who carpool at least three times a week. Staff will continue to have close contact with Facilities Management and Capitol Police regarding the misuse of preferential parking places at State-owned facilities.

Additionally, staff will continue to provide the Arizona Department of Administration motor pool and property managers with up-to-date lists of valid parking permits, to insure that adequate parking is available wherever possible. Lost or stolen permits are reported to Capitol Police so violators can be spotted.

**Emergency Transportation**--Capitol Rideshare will continue to distribute vouchers for an Emergency Ride Home to Commuter Club members to use if they become ill at work, have an ill family member or have a carpool driver who strands them at work.

Capitol Rideshare will recruit members in a variety of ways. We will actively recruit new members through Bus Card Plus applications, contests, newsletter articles, and general promotions.

Each issue of the newsletter *The Ride Line* will feature an article on the benefits of the Commuter Club as well as an application.

Capitol Rideshare will be utilizing a payroll enclosure dedicated to recruiting membership for the Commuter Club.

By March, 1997, the goal of Capitol Rideshare will be to increase the Commuter Club membership by 5% bringing the total number of members to 4,163.

**5. Conduct various exposure activities\events to increase awareness of our programs among State employees.**

Capitol Rideshare will host an annual Transportation Expo to be held in the Capitol Complex area during the month of August, 1996. The expo will be a high profile activity that will generate a positive amount of exposure for Capitol Rideshare. Transit companies and organizations and related vendors will be invited to participate. The Commuter Club, Bus Card Plus, the Capitol Bike Club, and general Rideshare will be heavily promoted at this event.

Capitol Rideshare will continue to set up information tables at various locations throughout the year to recruit new members for the Commuter Club. We will also be conducting Transit Information tables to introduce busing to apprehensive State employees.

Clean Air Challenge prize drawings will also be billed as an event and employees will be encouraged to watch and assist with the drawing. Each drawing will be held at a different agency.

At least four lunch-hour information tables will also be set up inside cafeterias at various agencies to promote ridesharing in general and distribute informational materials.

**6. Promote Bus Card Plus and the bus subsidy program to eligible State employees.**

Capitol Rideshare will continue to promote Bus Card Plus through various promotional mediums. At least four articles will be featured on Bus Card Plus in our newsletter, *The Ride Line*, throughout the year.

Capitol Rideshare will provide all collateral material for the Bus Card Plus program such as brochures, applications, posters, and display boards. Capitol Rideshare will provide marketing support during the renewal process in the Fall of 1996.

**7. Coordinate the State's participation in the Valley-wide Clean Air Campaign.**

Capitol Rideshare continues to take part in a yearly effort to educate employees about air pollution and to urge them to try alternate modes of transportation and to change their commuting habits. Capitol Rideshare will develop the logo and all collateral designs for the Clean Air Campaign such as coupons, flyers, and posters.

Prior to the Clean Air Campaign, Capitol Rideshare will conduct an agency Clean Air Representative Workshop and meet with other members of the Valley-wide employer task force.

Staff will participate in and help promote, among State employees, the campaign kick-off event, community-wide challenges, bike to work day, and various special events.

Staff will distribute letters from the Governor to agency directors urging participation and will distribute information to State employees about air pollution and the importance of individual contributions to improving air quality.

Capitol Rideshare will maintain the State agency competition with five categories (very large, large, medium-sized, small and very small agencies) and conduct the Clean Air Challenge Weeks. Staff will obtain prizes from local businesses to be drawn for agency representatives and State employee participants. Prize drawings will be billed as an event and employees will be encouraged to watch and assist with the drawing.

Staff will conduct various exposure and awareness promotions encouraging employee participation.

Capitol Rideshare will plan and host the Governor's Clean Air Campaign Reception in May of 1997 to honor winning agencies and recognize Clean Air Representatives.

**8. Prepare the State's seventh travel reduction plan and administer the eighth travel reduction survey.**

In August of this year, Capitol Rideshare will receive the computerized tabulation from our seventh year travel reduction surveys administered in April, as required by the 1988 Air Quality Bill. The Air Quality Bill requires every major employer in Maricopa County to implement a Travel Reduction Plan that will reduce the number of single passenger commute trips or miles to their work sites by a target of 10% during the first five years and 5% in years six-eight.

Results measured and reported in each travel reduction survey are used to assess current and preferred commuting modes for all non-university, State employees in Maricopa County. This information assists us in compiling our current Travel Reduction Plan for the State of Arizona. The seventh-year survey will again measure any changes that have occurred and will help us predict incentives that will increase participation in rideshare programs, and we will use this information to write the 1997 Travel Reduction Plan.

In January, 1997, staff will work with each agency to get an accurate employee count by building in order to prepare for receipt of the eighth year Travel Reduction Surveys. In February, Capitol Rideshare will once again seek the assistance of the Governor's office in asking agency directors to appoint a survey representative to assist staff in conducting the survey. In March, staff will sort the surveys, train the representatives, prepare detailed instructions and a letter to accompany each survey, and will hand deliver the surveys to Travel Reduction Survey representatives at each agency. In April, the Maricopa County Travel Reduction Survey will be conducted again, and the findings of that survey will be used to write the 1998 Travel Reduction Plan.

Upon completion of each survey process, we will administer an evaluation form to all survey representatives to ensure we are providing the best possible training, information and assistance.

## **9. Continue community network participation.**

Capitol Rideshare will continue to work with and assist in any way possible the Regional Public Transportation Authority, various regional Transportation Management Associations, the Association for Commuter Transportation, and Valley businesses.

Staff will meet with Travel Reduction representatives from the City of Phoenix and Maricopa County on a monthly basis for program evaluation and strategy sessions.

Staff will participate in the finalization of a Statewide Pedestrian Plan by continuing to serve on the Maricopa Association of Governments Pedestrian Working Group. Capitol Rideshare will continue to promote walking and seek opportunities to better accommodate pedestrians in the Capitol Mall area.

Staff will also continue working with the Maricopa Association of Governments' Electronic Highway Users Group to increase information sharing while reducing regional travel.

Capitol Rideshare will continue to serve on the Board of Directors for the Valley of the Sun Chapter of the Association of Commuter Transportation.

## **Products and Services**

### **1. Coordinator Relations**

*The Coordinator Update*, workshop and appreciation event, training and evaluation materials, Certificate of Achievements, gifts of appreciation, correspondence, daily contact, quarterly roundtable meetings, coordinator list.

### **2. Information Dissemination**

*The Ride Line*, materials for literature display racks, payroll enclosures, articles for agency newsletters, brochures, assorted Capitol Rideshare literature, new employee rideshare packets.

### **3. Individual Assistance**

Matching applications, vanpool information, bus route information, bike route and safety information, bike buddies database, parking permits, information cards, stationery, envelopes, database updates and deletions.

### **4. Commuter Club Incentives**

Membership and discount cards, membership applications, welcome brochure, promotional items, emergency ride home vouchers, pocket guides, advance notice for State vehicle use, preferential parking passes, preferential parking signs, information cards on carpooling to accompany membership.

### **5. Exposure Activities\Events**

Flyers, brochures, transit information, list of participating vendors, promotional items, program literature, prize lists.

### **6. Bus Card Plus**

Information brochures, posters, literature displays, payroll enclosures, pocket guides, publication articles, news releases, applications, promotional items.



**7. Clean Air Campaign**

Selection of agency representatives, representative workshop, training materials, promotional items, flyers, posters, coupons, Governor's letter, agency director's letter, prizes, kick-off event, agency-sponsored events, thank you reception, prize drawing, trophies and trophy engraving.

**8. Travel Reduction Plan**

Selection of agency survey representatives, survey instructional materials, Governor's letter to agency directors, director's letter to employees, survey delivery and collection, analysis of survey results, written plan.

**9. Community Network Participation**

Monthly reports will reflect activity.

## **Staffing**

The Capitol Rideshare staff, supported by this funding, will include one full-time administrator, one full-time assistant, and one 80%-time secretary.

The administrator (100% FTE) plans and coordinates marketing efforts, organizes special events, writes and designs literature, prepares correspondence, writes press releases for outside publications, submits monthly reports to the Arizona Department of Administration program manager, works with Phoenix Transit and the Regional Public Transportation Authority, makes presentations to agency Rideshare Coordinators, Clean Air Representatives and Travel Reduction Survey Representatives, coordinates Travel Reduction Surveys, prepares the State's Travel Reduction Plan, coordinates carpool parking with the Arizona Department of Administration (ADOA) parking services and Capitol Police, assists applicants with permits in the absence of the assistant, works with local businesses to obtain donations for the State's Clean Air challenge drawing, and maintains a network of community transportation contacts.

The rideshare assistant (100% FTE) helps plan and coordinate special events; helps produce promotional materials; assists applicants with matchlists and parking permits; adds to and updates the database, answers requests for information on alternate commute modes; works with ADOA parking services and Capitol Police; and distributes newsletters, payroll enclosures and other materials to State employees.

The secretary (80% FTE) assists with large projects and special events and provides clerical support to the program.

## **Program Equipment**

Capitol Rideshare property includes office furniture for four personnel, four computer terminals, one LaserJet printer, one color printer, one copier and a fax machine.

## **Progress Reporting, Billing**

The administrator submits monthly reports to the Arizona Department of Administration (ADOA) program manager and to the Arizona Department of Transportation within fifteen days following each month. Reports list activities and accomplishments working toward the year's objectives and include product samples and a spreadsheet reflecting the number of Commuter Club members, estimated resulting fuel and pollution savings and related information.

Additionally, the administrator and the ADOA program manager meet, as requested, with representatives of the Arizona Department of Transportation and Federal Highway Administration to give an update on the progress of the program.

The Department of Administration accounting division prepares monthly invoices which are submitted to ADOT with the monthly progress reports.

## **Coordination**

To coordinate the rideshare and travel reduction related efforts of this region, Capitol Rideshare will participate in a Maricopa Association of Governments (MAG) Rideshare Working Group. One representative from each of the following entities will participate on the Working Group: the Arizona Department of Administration, the Arizona Department of Environmental Quality, the Arizona Department of Transportation (ADOT), the Maricopa County Travel Reduction Program (TRP) and the Regional Public Transportation Authority (RPTA). The Federal Highway Administration will also receive all Working Group mailings so they will be informed of the activities of the Working Group.

It is anticipated that the Rideshare Working Group will meet on a quarterly basis unless additional coordination is necessary. The progress reports developed by the implementing agencies (Arizona Department of Administration, Maricopa County TRP, and RPTA) for the Congestion Mitigation Air Quality Improvement Program funds will be forwarded to ADOT, and copies of these reports will be provided to MAG.

Capitol Rideshare  
 Budget, July 1996 - June 1997  
 Accounting Format  
 Arizona Department of Administration

Personnel Services

Salaries	71,000
ERE	16,300
Travel	1,500

Subtotal	88,800
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Equipment	2,000
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Other Operating

Advertising *	3,500
Postage	1,000
Telephone	9,000
Office Rental	5,500
Insurance	1,000

Printing **	14,800
Equipment Maintenance	400
Office Supplies	3,000
Organizational Dues	400
Education, Training	600
Registration Fees	1,000
Audit\Professional Services	2,500
Subscriptions	500

Subtotal	43,200
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Emergency Ride Home	1,000
Indirect	0

Total	135,000
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\* Preferential parking signs, trophies, plaques, awards, reception invitations, certificates, ceremonies, events, film, film developing, display units, promotional items, etc.

\*\* Posters, fact sheets, newsletters, brochures, payroll enclosures, matching applications, permits, new employee packets, Commuter Club cards, pocket guides, coupons, entry slips, etc.

## Level of Effort by Objective

Objectives	Secretary (80%)	
	<u>% of time</u>	<u>hours</u>
Coordinator Relations	2	34
Information Dissemination	25	419
Individual Assistance	12	200
Commuter Club Incentives	25	419
Exposure Activities\Events	2	34
Bus Card Plus	2	34
Clean Air Campaign	22	369
Travel Reduction Plan	9	151
Network Participation	1	17
	———	———
	100	1677

## Level of Effort by Objective

Objectives (100%)	Rideshare Admin. (100%)		Rideshare Assist. (100%)	
	<u>% of time</u>	<u>hours</u>	<u>% of time</u>	<u>hours</u>
Coordinator Relations	4	83	12	252
Information Dissemination	35	733	20	419
Individual Assistance	2	42	25	524
Commuter Club Incentives	10	210	11	230
Exposure Activities\Events	9	189	5	105
Bus Card Plus	5	105	4	84
Clean Air Campaign	15	314	19	398
Travel Reduction Plan	10	210	2	42
Network Participation	10	210	2	42
	———	———	———	———
	100	2096	100	2096

## Work Task Schedule

... indicates ongoing tasks; X indicates major events now scheduled

[illegible]

## Estimated Expenditures FY 1996-97

Objectives	FHWA	Administration	Total
1. Coordinator Relations	\$ 8,099	\$ 2,750	\$ 10,849
2. Information Dissemination	42,895	13,750	56,645
3. Individual Assistance	15,489	550	16,039
4. Commuter Club Incentives	18,574	550	19,124
5. Exposure Activities/Events	7,910	3,300	11,210
6. Bus Card Plus	4,807	8,250	13,057
7. Clean Air Campaign	21,658	8,250	29,908
8. Travel Reduction Plan	8,793	13,200	21,993
9. Network Participation	<u>6,775</u>	<u>4,400</u>	<u>11,175</u>
TOTAL	\$135,000	\$ 55,000	190,000

For the most part, general operating expenses such as rent, telephone, postage, etc. have been spread across all objectives based upon the level of staff support for each objective.





**ATTORNEY GENERAL**  
**CIVIL DIVISION**  
**TRANSPORTATION SECTION**

**MEMORANDUM**


TO: E. JACK HAMMITT 616E  
Joint Project Administrator

FROM: JAMES R. REDPATH  
Acting Chief Counsel

DATE: September 18, 1996

RE: IGA/The Department of Administration  
AG Contract No.: KR96-2050-TRN  
ECS File No.: JPA96-137  
Project: CM-900-0(137)/H4135 02K  
Program: FY96-97 Capitol Rideshare

This agreement appears to be in proper form and may be circulated for signature.

  
JAMES R. REDPATH  
Assistant Attorney General

JRR:lsr

[1297]